

Couponing



**Now you can
seasonalize
your strategy with
 Carol Wright
coupons**

2040697310

2040697310

ARCHIVE LOCATION VARIANCE SHEET

THE NUMBER (RANGE) 2040697311 IS LOCATED:

- ☐ IN THE AUDIO CABINET _____
- ☐ IN THE VIDEO CABINET _____
- ☒ ON THE OVERSIZE SHELF _____
- ☐ IN THE MICROFORMS CABINET _____
- ☐ AT THE WAREHOUSE _____
- ☐ IN THE TRANSLATION/TRANSCRIPTION FILES _____
- ☐ OTHER _____



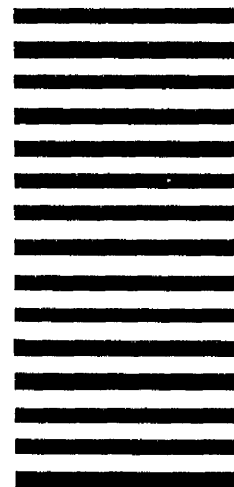
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 203

POSTAGE WILL BE PAID BY ADDRESSEE

Donnelley Marketing
1515 Summer Street
Stamford, CT 06905



2040697311-A

Carol Wright. A medium for all seasons.

I'd like to know more about couponing with Carol Wright. Please have a Donnelley Marketing Account Executive call me with information about:

☐**Household selectivity:**

Coverage and penetration levels for 307 metro areas.

☐**Product sampling:**

How to create trial among best prospects any-where in the U.S.

☐**Carol Wright Hispanic:**

How to reach 67% of this fast growing market segment in 40 top ADIs.

☐**Redemption rates:**

Performance levels by product category.

☐**Deadlines:**

Lead times and material closing dates for all 1982 Carol Wright mailings.

☐**Trade Alert:**

How Donnelley can help "sell in" my brand to the retail trade.

Name _____ Title/Function _____

Company _____





Address _____
(Street)

(City, State, Zip) _____ Telephone _____

2040697311-B

**Get your coupon offer...your product sample...
your brand message...into millions of
heavy-user homes...in all the markets you want...
when you want to.**

Discover how Carol Wright combines

-  **heavy-user household selectivity**
-  **the reach of network television**
-  **the security of postal delivery**
-  **the quality of magazine graphics**

**...to generate trial and purchase action among
non-regular users of your brand.**

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